Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of claims:

1. (original) A method comprising:
(i) providing a floor mat having a voice-responsive display device in a human-trafficked area;
(ii) receiving an utterance requesting information to be displayed on said voice-responsive display device;
(iii) processing said utterance to obtain said requested information; and
(iv) displaying said requested information on said voice-responsive display device.

2. (original) The method of claim 1, wherein said human-trafficked area is a retail store, and said requested information relates to the location of an item or items in said store.

3. (original) The method of claim 1, further comprising displaying advertising information on said voice-responsive display device.

4. (original) A system comprising:
a floor mat including a display device;
a sound-sensing device configured to detect an utterance by a person requesting information to be displayed on said display device; and
a speech recognition device coupled to said display device and said sound-sensing device, configured to process signals received from said sound-sensing device corresponding to said utterance, to generate a corresponding display on said display device.

5. (original) The system of claim 4, wherein said sound-sensing device is a directional microphone.

6. (original) The system of claim 5, wherein said directional microphone is embedded in said floor mat.

7. (original) The system of claim 4, wherein said sound-sensing device comprises an array of microphones.

8. (original) The system of claim 4, further comprising a sound-generating device coupled to said speech recognition device, for generating an audible response to said utterance.

9. (original) The system of claim 8, wherein said sound-generating device is incorporated into said floor mat.

10. (original) The system of claim 8, wherein said sound-generating device is a piezoelectric flat panel speaker.

11. (original) The system of claim 4, wherein said display relates to the location of an item or items in a store.

12. (original) The system of claim 4, wherein said speech recognition device is wirelessly coupled to said sound-sensing device.

13. (original) The system of claim 4,wherein said speech recognition device is coupled to said sound-sensing device by an optical fiber.

14. (original) The system of claim 4, wherein said display device includes one of a liquid crystal display, a light-emitting diode display, an organic light-emitting diode display, an electroluminescent display, and a plasma display.

15. (original) A method comprising:

(i) arranging a floor mat including an electronically modifiable display in a retail store;

(ii) arranging a microphone such that an utterance by a person standing near or on said floor mat is detectable by said microphone;

(iii) using said microphone to convert said utterance to electrical signals;

(iv) transmitting said signals to a speech recognition device coupled to said microphone;

(v) using said speech recognition device to process said signals, to identify at least one word of said utterance;

(vi) retrieving a location of an item corresponding to said word from an information database coupled to said speech recognition device; and

(vii) displaying said location on said display.

16. (original) The method of claim 15, wherein said microphone is a directional microphone.

17. (original) The method of claim 15, further comprising generating an audible response to said utterance.

18. (original) A cleaning system for cleaning the soles of a person's shoes, wherein said cleaning system includes:

a display device;

a sound-sensing device configured to detect an utterance by a person requesting information to be displayed on said display device; and

a speech recognition device coupled to said display device and said sound-sensing device, configured to process signals received from said sound-sensing device

corresponding to said utterance, to generate a corresponding display on said display device.

19. (original) The cleaning system of claim 18, wherein said sound-sensing device is a directional microphone.

20. (original) The cleaning system of claim 18, wherein said sound-sensing device comprises an array of microphones.

21. (original) The cleaning system of claim 18, further comprising a sound-generating device coupled to said speech recognition device, for generating an audible response to said utterance.

22. (original) The cleaning system of claim 18, wherein said display relates to the location of an item or items in a store.

23. (original) The cleaning system of claim 18, wherein said display relates to advertising information.

24. (original) The cleaning system of claim 18, wherein said display device includes one of a liquid crystal display, a light-emitting diode display, an organic light-emitting diode display, an electroluminescent display, and a plasma display.

25. (previously presented) A floor mat comprising a modifiable electronic display, wherein said display is associated with a sound-generating device.

26. (previously presented) The floor mat of claim 25, wherein said sound-generating device is a speaker incorporated into said floor mat.

27. (previously presented) The floor mat of claim 26, wherein said sound-generating device is a piezoelectric flat panel speaker.

28. (previously presented) The floor mat of claim 25, wherein said sound-generating device is coupled to a speech recognition device.

29. (previously presented) The floor mat of claim 28, wherein said speech recognition device is configured to process an utterance to cause said sound-generating device to generate an audible response to said utterance.

30. (previously presented) A system comprising:
a cleaning device for cleaning the soles of a person's shoes;
a modifiable electronic display associated with said cleaning device; and
a sound-generating device associated with said electronic display.

31. (previously presented) The system of claim 30, wherein said sound-generating device generates an audible message corresponding to a message displayed on said display.

32. (previously presented) The system of claim 30, further comprising a speech recognition device coupled to said display and said sound-generating device, for processing an utterance to cause said display to generate a corresponding visible message and said sound-generating device to generate a corresponding audible message.

33. (previously presented) The system of claim 32, wherein said speech recognition device is wirelessly coupled to said display and said sound-generating device.

34. (previously presented) The system of claim 32, further comprising a sound-sensing device for receiving said utterance.

35. (previously presented) A system comprising:
a cleaning device for cleaning the soles of a person's shoes;
a modifiable electronic display associated with said cleaning device;
and a sound-sensing device associated with said electronic display.--

36. (new) An advertising system, comprising:
a floor display;
at least one motion sensor for detecting motion;
a memory comprising instructions for illuminating the display; and
a controller, that is in electrical connection with the display, the sensor and the memory and that reads the memory and activates the display in response to a signal from the sensor.

37. (new) The advertising system of claim 36, wherein the at least one motion sensor senses motion proximal to the display.

38. (new) The advertising system of claim 36, further comprising a direct current power source that powers the controller.

39. (new) The advertising system of claim 36, wherein the memory instructions further comprise instructions for instructing the controller to illuminate the display in a first pattern and a second pattern.

40. (new) The advertising system of claim 36, further comprising a speaker for broadcasting sounds which is in electrical communication with the controller and wherein the memory further comprises sound instructions for broadcasting a first sound

41. (new) The advertising system of claim 36, wherein the controller reads the memory sound instructions and activates the speaker to broadcast the first sound in response to a signal from the sensor.

42. (new) A method of advertising, comprising:
illuminating a floor display according to a first pattern;
sensing motion; and
illuminating the floor display according to a second pattern when motion is sensed.

43. (new) The method of claim 42 wherein sensing motion comprises sensing motion in an area proximal to the display.

44. (new) The method of claim 42, further comprising sensing that the motion has stopped.

45. (new) The method of claim 42, further comprising receiving an interface signal from an interface switch.

46. (new) The method of claim 45, further comprising illuminating the display according to a third pattern after receiving the interface signal.

47. (new) The method of claim 42, further comprising broadcasting a first sound through a speaker.

48. (new) A method of advertising, comprising:
illuminating a floor display according to a first pattern;
sensing motion;
illuminating the display according to a second pattern when motion is sensed; and
receiving an interface signal; and
illuminating the display according to a third pattern after receiving the interface signal.

49. (new) The method of claim 48, wherein sensing motion comprises sensing motion in an area proximal to the display.

50. (new) The method of claim 48, further comprising sensing that the motion has stopped.

51. (new) The method of claim 48, further comprising broadcasting a first sound through a speaker.

52. (new) A system for conveying information, comprising:

a floor display;
a speaker;
at least one motion sensor;
a memory comprising instructions for illuminating an electroluminescent display and for creating a sound to be broadcast by the speaker; and
a controller, that is in electrical connection with the display, the speaker, the sensor and the memory, the controller executing the memory instructions in response to a motion sensed signal from the sensor to illuminate a first pattern on the electroluminescent display and to broadcast a first sound through the speaker in response to the signal.

53. (new) The system of claim 52, further comprising an interface unit which is in electrical communication with the controller and wherein the controller executes the memory instructions in response to a signal from the interface unit to illuminate a second pattern on the electroluminescent display and to broadcast a first sound through the speaker in response to the signal.

54. (new) A display system, comprising:
a floor display device;
at least one motion sensor;
a controller coupled to the at least one motion sensor and the floor display device; and
a memory coupled to the controller;
wherein the controller activates the floor display device in response to a state of contents of the memory based on a signal from the at least one motion sensor and detected by the controller.

55. (new) The display system of claim 54, wherein the at least one motion sensor senses motion proximal to the display system.

56. (new) The floor display system of claim 54, wherein the sensor system illuminates the floor display device in a first pattern and a second pattern based on a first state and a second state, respectively, of contents of the memory.

57. (new) The floor display system of claim 56, wherein the sensor system illuminates the floor display device in a third pattern based on a third state of contents of the memory.

58. (new) The floor display system of claim 54, further comprising a sound-generating device coupled to the sensor system to generate a sound based on a signal from the sensor system.

59. (new) A method of conveying information in a floor display system, comprising:
presenting a first illuminated display in the floor display system;
sensing motion in the proximity of the floor display system; and

presenting a second illuminated display in the floor display system in response to the sensed motion.

60. (new) The method of claim 59, further comprising presenting a third illuminated display in response to the sensed motion.

61. (new) The method of claim 59, further comprising generating a sound through a sound-generating device.

62. (new) A system for conveying information, comprising:
a floor display device;
a sound-generating device;
a motion sensor;
a controller coupled to the motion sensor, the floor display device and the sound-generating device; and
a memory coupled to the controller;
wherein the controller causes the floor display device to present a first illuminated display or the sound-generating device to generate a sound in response to a first state of contents of the memory based on a signal from the motion sensor and detected by the controller.

63. (new) The system of claim 62, wherein the controller causes the floor display device to present a second illuminated display in response to a second state of contents of the memory based on a signal from the motion sensor and detected by the controller.

64. (new) The system of claim 63, wherein the controller causes the floor display device to present a third illuminated display in response to a third state of contents of the memory based on a signal from the motion sensor and detected by the controller.